

SUPERIOR FASHION SERVICE

The Ardmoreite starts today a superior fashion service, produced by special arrangement with the McCall organization, publishers of McCall's Magazine and manufacturers of the New McCall Pattern.

This exclusive service will be conducted by Francis Hutter, director of fashion publication and pattern production for the McCall Company. Hutter has spent many weeks in perfecting a special organization to produce the service.

This organization consists of fashion experts, writers and artists, in New York and Paris. It not only will be first with American fashions, but will be first with Paris creations and designs, as the result of a special cable service.

Hutter was a banker before he entered the field of fashions; hence he can be relied upon to consider the economic phases of dress.

About 20 years ago Hutter became connected with the Ulstein organization of Berlin, then controlling 16 leading dailies and periodicals. He was first placed in charge of an illustrated weekly, and in a short time had developed it to the point where it enjoyed the largest circulation of any weekly in the country.

Hutter next took charge of a group of women's magazines which the Ulstein Company purchased. It was then that he made his first direct contact with the practical problems of dress patterns.



Francis Hutter.

In 1914 Hutter came to America, traveled about the United States for a year studying the people and their clothes and then joined the McCall organization.

Hutter is genuinely enthusiastic in regard to style, and believes that woman's demand for style is no mere petty vanity, but a natural and justifiable pleasure in costume as a form of expression.

He makes no attempt to create fashions, leaving that task to Paris, the international capital of fashions; but his designs do reflect the latest modes.

"If your system of world fashions, emanating from a center such as Paris, did not exist," says Hutter, "it ought, in my opinion, to be invented tomorrow. Women want fashions which are fashionable everywhere, not alone in their own community or province, but as much so in San Francisco as in New York, in London as in Nice, Paris or Vienna."

"A style does not long remain exclusive in the modern world. Illustrated newspapers and periodicals, fashion magazines, motion pictures and the ready-to-wear industry, all serve to keep the newest fashions before the eyes of women of all classes. Therefore the fashions of today are essentially democratic. The very rapidity with which fashion changes is proof of its democracy, for new styles are nothing more than a response to the demand of the exclusive few for something which the many have not had."

The first of the fashion series follows:

CLEVER MISS 1922 EVOLVES NEW TYPE OF "FASCINATOR"

Her Mother Draped Her Head to Look Alluring; Modern Girl Drapes Her Arms



Man Begs to be Hanged For Murder of Family

CHICAGO.—Getting down on his knees before Judge John L. Sullivan in criminal court, Patrick Paul Tierney pleaded that he be hanged for the murder of his wife and 3-year-old son whom he hacked to death with a hatchet several months ago. Tierney said he was guilty and wanted no counsel, but Judge Sullivan informed him that he law required that he have an attorney, appointed one for him and set the trial for March 25.

DE MOLAY TAKES IN SIX MEMBERS

Jake Hamon, Jr., Lucien Jones, Allen Chaffee, Gerald Cochran, Lee Webb and Chester Franklin were duly initiated in to the Ardmore Chapter, Order of DeMolay, at the chapter's regular meeting held at the Masonic Temple Friday night. The election of officers for the coming quarter, at which time Gordon Davidson was selected as Master Counselor, Gerster Brown as Senior Counselor, while Tom McBride received the choice of Junior Counselor, was a feature of the evening. Preceptors and other officers of the order will be appointed by the new officers, together with the counsel of the secretary and treasurer of the order, before the next meeting of the chapter.

George Poolter, director of the Order here, made announcement of the regalia which has been purchased for the degree work at a cost of approximately \$400, and spoke enthusiastically of the future that lies before the local Mason's sons.

Anybody who was alive and old enough to take notice of the sartorial doings of womanhood during the prudish eighties and the modest nineties, will recall without effort the "fascinators" with which lovely woman was wont to swathe her head in winter, her shoulders in milder weather.

Fashioned of yarns both soft and otherwise—"see wool," an especially prickly variety, was esteemed as ultra-smart—these little shawls, capes and scarfs were as essential a part of a maiden's equipment as today her many sweaters are.

Times have changed, and so have women. Today the veriest neophyte at Fashion's shrine knows too much to bundle up her head and spoil her silhouette. Hoods and head wrappings may be cosy, but they are scarcely picturesque. And the modern girl knows that it is far more important to be always graceful, always picturesque, than even to be beautiful.

Perhaps the cleverest idea of the jeune fille has had this season is the fascinating scarf which is a part of her frock—a scarf that cannot be dropped or lost, that hangs, floating panelwise, below the hem of her skirt if she chooses to ignore it, but is thrown carelessly about her throat or wrapped gracefully about her arms to suit her whim.

Manipulated by any ordinarily intelligent young person this latest scarf arrangement becomes a super-fascinator which makes the memory of the 1880 type of fascinator seem about as coquettish as a nun's habit.

BUSINESS TRAINING UNDER ARDMORE BUSINESS COLLEGE TEACHERS WILL INCREASE YOUR CHANCES FOR A SUCCESSFUL CAREER. PHONE 613. 19-1

SIMPSON GOES TO CLUB AT PROVENCE MONDAY.

J. W. Simpkins, county agent, will visit the Providence Club Monday. Returning to Ardmore he will conduct a farm terracing demonstration north of the city, Tuesday, going to the Graham district Wednesday, on the same mission. On Thursday, Mr. Simpkins will visit the Equal Rights, Newport and Deane schools, and will be at Mary Niblack school, Friday.

Guardsman Pay Ready. Moines for payment for the last half of 1921 for members of Company E, Oklahoma National Guards, have been received and will be given to the boys at drill hour Friday night. Capt. F. O. McLean announces. Seventy-five men are entitled to receive payment.

Join Our Throng of Mail Order Shoppers—Every Item Guaranteed to Give Satisfaction

Hope Bleached Domestic

Yard wide, no further comment necessary. Below mill cost today, 8 yards to a customer \$1.00

Westheimer & Daube

Ardmore's Leading Department Store

STORE NEWS

McCALL PATTERNS

The new McCall Patterns are here.

Springtime Modes

Introducing Intriguing Wearables for Spring



YOU have never had the opportunity to plan for Spring Dress-up Day from selections of such beautiful things to wear. The styles, the fabrics and the colors all add their share of interest.

FROCKS:

The new Frocks, of course, do not depend entirely on some of the new materials you will see this season for the first time; materials that have proved their worth are also here. Among the many smart models is the one of navy canton skirt with blouse of the same material and a cape of navy completes the frock.

WRAPS:

To fit the Wrap to the occasion is a simple matter, for displays have the spice of variety. A long season's wear ahead is the practical reason for an early selection. Swagger coats of tweed and polo and capes in every color and fabric known to the fashionable sun.

SUITS:

There probably never was a season when you have had the choice of so many different types—and there has never been a reason for wishing to possess a number of them. There are suits of twill with flying capes; others with smart box coats, all alive with richness of color.

TWEED:

Just as Smart as They are Practical

Every woman with young ideas will see to it that she owns one of these good looking tweeds. New, smart, youthful—and therefore popular for shopping, business and travel—for the vast cycle of sports wear. Several very clever models from which to choose.

New Spring Woolens

For Sport and Dress Wear

Coming Fashions cast a shimmering reflection before them in the wonderful assortment of new Spring Woolens been collected for this week's selling at very special prices.

Sponge Cloth, \$3.98

Sponge cloth, 56 inches in width, a soft, open, spongy weave. The latest material shown for capes. New shades. Priced very special at \$3.98

Knit Tweed, \$3.19

Knit Tweed, 56 inches in width—something different. Soft, nappy novelty knit weave. Smart patterns suitable for suits, skirts, and capes. Very special, a yard \$3.19

Highland Plaids, 98c

Highland Plaids, 40 inches wide. You will wonder how we can sell them at the price 98c

Silk Tricotine, \$3.59

A soft, lustrous silk fabric, has every appearance of an all silk material, drapes beautifully and is especially suited for capes, 56 inches wide, in black only. A 5.00 value, special at \$3.59

Glove Skin Plaids, \$3.19

A new shipment has just been received of these plaids. No other material has quite the finish you will find in this cloth. 56 inches wide, new color combinations. \$3.19

English Imported Tricotine, \$4.19

58 inches wide, in navy only. This number has always been our best seller, at \$6.00 per yard, very special at \$4.19

Special Values in Our White and Wash Goods Section

Slightly Soiled White Crochet and Satin Bed Spreads

—64x88 Crochet Bed Spreads for single beds. Hemmed, closely woven and neat designs. Slightly soiled from display and handling. \$2.95 value, special at \$1.75

—72x84 Crochet Bed Spreads for twin and three-quarter beds, good quality. Scalloped and cut corners. Slightly soiled from display and handling. \$3.50 value, special at \$2.19

—80x50 Crochet and Satin Bed Spreads, plain hemmed and scalloped and cut corners. Slightly soiled from display and handling. \$4.00 and \$4.50 value, special at \$2.65

—50x50 Satin Spreads, scalloped and cut corners; slightly soiled from display and handling. \$4.95, special at \$2.95

Gingham and Percale Specials

—25c Dress Gingham, the season's latest patterns, fast colors in endless variety. Extra special, a yard 17c

—25c Percales, good standard quality, in all the fancy and solid colors, special, a yard 17c

A REAL

REMNANT SALE

SEE THEM DISPLAYED IN OUR WINDOW

Any Remnant At 1/2 Of Marked Price

THEY ARE MARKED AT REGULAR SELLING PRICE—YOU PAY HALF OF THAT

Remnants for everybody, the kind you are wanting every day in the week. Good usable lengths for dresses, blouses, skirts, boys' waist, underwear, trimmings, etc. Of colored and white wash goods of every description, imported an domestic gingham, percales, nainsook, domestic sheetings, curtain materials, etc.

Be on Hand Early and Get First Choice.

A NEW ARRIVAL



—In the Shoe Section

There is a special dignity and refinement about the trim one-strap Slipper with Spanish heel that especially appeals after the many fancy effects of past seasons. Our display presents a Black Patent One-Strap Slipper, neatly trimmed with grey kid in either the Spanish or boxed military heels.

\$11

Mail Orders Promptly Filled.

Jackie Coogan Clothes

—You see Jackie Coogan in rags on the screen but he is said to be the best dressed youngster in the world off the silver sheet. We are the exclusive agents of "Jackie Coogan Clothes" in Ardmore, each suit carrying his signature.

FOR MONDAY AND TUESDAY

Our Entire Line

SPRING SAILORS

Reduced

1/4



—Sailors have a rollicking, carefree air. They frame faces with shapes of flexibly constructed straw braids. The sailor is truly the business and sport hat. Clever models of rolled brims while others are banded. Assorted colors.

Models by Vogue, Gage and Rawak.